

What is claimed is:

1. A hand sanitizing product, comprising:

a polymeric packet with predetermined transparent sidewall areas;

a quantity of hand sanitizing fluid product sealed within said packet; and,

an insert in contact with said fluid and bearing a meaningful communication that is enclosed within said packet and wholly or partially viewable through said transparent sidewall areas of said packet.

2. The packet of claim 1 wherein said packet is constructed of polypropylene, polyethylene or polymeric laminate.
3. The packet of claim 1 wherein said packet is constructed of a food grade polymer film laminate.
4. The packet of claim 1 wherein said packet has at least one sealed edge.
5. The packet of claim 1 wherein said transparent sidewall areas permit viewing of said hand sanitizing fluid.
6. The packet of claim 1 wherein areas not predetermined as said transparent sidewall areas are designated translucent or opaque areas.
7. The sidewall areas of claim 6 wherein said sidewalls areas that are said designated translucent or opaque areas are the result of characteristics of the polymeric material constructing said packet.
8. The sidewall areas of claim 6 wherein said sidewalls areas that are said designated translucent or opaque areas are the result of printing or similar surface treatment to the polymeric material constructing said packet.

9. The packet of claim 6 wherein said designated translucent or opaque areas enhance viewing of said meaningful communication on a transparent said insert interposed between said designated area and said transparent sidewall.
10. The packet of claim 1 wherein said quantity of hand sanitizing fluid is sufficient for a at least one dispersed dosage for use in an act of hand rubbing.
11. The packet of claim 1 wherein said insert is constructed of a food grade polymer film.
12. The packet of claim 1 wherein said insert is polymer film that is transparent, translucent, or opaque.
13. The packet of claim 1 wherein said insert is floating in said hand sanitizing fluid.
14. The packet of claim 1 wherein said insert has one surface permanently or detachably sealed on an interior sidewall of said packet.
15. The packet of claim 1 wherein said insert is a polymer film that has a thickness in the range from .1 mil to 15.0 mil.
16. The packet of claim 1 wherein said insert provides to said packet in which it is sealed sufficient stiffness to prevent significant wadding of said packet.
17. The packet of claim 1 wherein said insert bearing said meaningful communication is wetted by said fluid producing a heightened aesthetic quality not experienced when dry.
18. The packet of claim 1 wherein said meaningful communication is located on at least one surface of said insert.
19. The packet of claim 1 wherein said meaningful communication is printed by laser and toner means.

20. The laser and toner means of claim 19 wherein at least one said toner component is selected from a group comprising styrene acrylic copolymer, styrene acrylate copolymer, iron oxides, carbon black, polypropylene wax, silica or combinations thereof.
21. The packet of claim 1 wherein said insert is translucent or opaque and said meaningful communication placed on opposite sides is not viewable simultaneously.
22. The packet of claim 1 wherein said insert is comprised of at least two separate pieces capable of independent movement relative to each other within the confine of the sealed said packet.
23. The insert of claim 22 wherein each of said pieces bears a said meaningful communication of a nature independent of the other said piece or pieces.
24. The insert of claim 22 wherein said meaningful communication is divided among said pieces and becomes completely recognizable only when the transparent said pieces are properly aligned one to another.
25. The packet of claim 1 wherein said insert is folded at least once.
26. The packet of claim 25 wherein said insert is sufficiently translucent or opaque to obscure a portion of said meaningful communication on opposite surface and is folded at least once so the insert must be removed from said packet to view the entire said meaningful communication.
27. The packet of claim 1 wherein said insert bears a said meaningful communication selected from a group consisting of anagrams, addresses, advertising messages, call numbers, campaign points, catechisms, chemical notations, codes, company names, copyright materials, dates, event commemorations, decorative arts, facility names, formulas, fortune predictions, examinations, gaming symbols, illustrations, information, instructions, internet addresses, jokes, logos, lottery numbers, lottery symbols, lyrics, logogriphs, mathematical equations, maxims, meaningful symbols, meaningful images, musical notations, notations, questions, quips, photos, poetry, physics notations, prayers, promotions, promotional slogans, proverbs, puzzles, quizzes, quotations, raffle numbers, redemption values, religious references, riddles, sayings, schedules, scientific expressions, study aids, telephone

numbers, tests, trademarks, voting messages, web addresses, witticisms, word definitions, word games, and combinations thereof.

28. A packet containing a liquid product and insert, comprising:

a polymeric packet with predetermined transparent sidewall areas;

a quantity of useful liquid product sealed within said packet; and,

an insert bearing meaningful communications that is enclosed within said packet and said insert in contact with said useful liquid product also sealed in said packet; and,

said insert is wholly or partially viewable through said transparent sidewall areas.

29. The packet of claim 28 wherein said packet is constructed of polypropylene, polyethylene or polymeric laminate.

30. The packet of claim 28 wherein said packet is constructed of a food grade polymer film laminate.

31. The packet of claim 28 wherein said packet has at least one sealed edge.

32. The packet of claim 28 wherein said transparent sidewall areas permit viewing of said useful liquid product.

33. The packet of claim 28 wherein areas not predetermined as said transparent sidewall areas are designated translucent or opaque areas.

34. The sidewall areas of claim 33 wherein said sidewalls areas that are said designated translucent or opaque areas are the result of characteristics of the polymeric material constructing said packet.

35. The sidewall areas of claim 33 wherein said sidewalls areas that are said designated translucent or opaque areas are the result of printing or similar surface treatment to the polymeric material constructing said packet.
36. The packet of claim 33 wherein said designated translucent or opaque areas enhance viewing of said meaningful communication on a transparent said insert interposed between said designated area and said transparent sidewall.
37. The packet of claim 28 wherein said insert is constructed of a food grade polymer film.
38. The packet of claim 28 wherein said insert is a polymer film that is transparent, translucent, or opaque.
39. The packet of claim 28 wherein said insert is floating in said useful liquid product.
40. The packet of claim 28 wherein said insert has one surface permanently or detachably sealed on an interior sidewall of said packet.
41. The packet of claim 28 wherein said insert is a polymer film that has a thickness in the range from .1 mil to 15.0 mil.
42. The packet of claim 28 wherein said insert provides to said packet in which it is sealed sufficient stiffness to prevent significant wadding of said packet.
43. The packet of claim 28 wherein said insert bearing said meaningful communication is wetted by said liquid producing a heightened aesthetic quality not experienced when dry.
44. The packet of claim 28 wherein said meaningful communication is located on at least one surface of said insert.
45. The packet of claim 28 wherein said meaningful communication is printed by laser and toner means.

46. The laser and toner means of claim 45 wherein at least one said toner component is selected from a group comprising styrene acrylic copolymer, styrene acrylate copolymer, iron oxides, carbon black, polypropylene wax, silica or combinations thereof.
47. The packet of claim 28 wherein said insert is translucent or opaque and said meaningful communication placed on opposite sides is not viewable simultaneously.
48. The packet of claim 28 wherein said insert is comprised of at least two separate pieces capable of independent movement relative to each other within the confine of the sealed said packet.
49. The insert of claim 48 wherein each of said pieces bears a said meaningful communication of a nature independent of the other said piece or pieces.
50. The insert of claim 48 wherein said meaningful communication is divided among said pieces and becomes completely recognizable only when the transparent said pieces are properly aligned one to another.
51. The packet of claim 28 wherein said insert is folded at least once.
52. The packet of claim 51 wherein said insert is sufficiently translucent or opaque to obscure a portion of said meaningful communication on opposite surface and is folded at least once so the insert must be removed from said packet to view the entire said meaningful communication.
53. The packet of claim 28 wherein said insert bears a said meaningful communication selected from a group consisting of anagrams, addresses, advertising messages, call numbers, campaign points, catechisms, chemical notations, codes, company names, copyright materials, dates, event commemorations, decorative arts, facility names, formulas, fortune predictions, examinations, gaming symbols, illustrations, information, instructions, internet addresses, jokes, logos, lottery numbers, lottery symbols, lyrics, logogriffs, mathematical equations, maxims, meaningful symbols, meaningful images, musical notations, notations, questions, quips, photos, poetry, physics notations, prayers, promotions, promotional slogans, proverbs, puzzles, quizzes, quotations, raffle numbers, redemption values, religious references, riddles, sayings, schedules, scientific expressions, study aids, telephone

numbers, tests, trademarks, voting messages, web addresses, witticisms, word definitions, word games, and combinations thereof.

54. The packet of claim 28 wherein said useful liquid product is selected from a group consisting of additives, adhesives, aftershaves, alcohol solutions, antibiotic ointments, antifungal cream, anti-itch creams, antimicrobial fluids, antiseptic creams, baby formulas, bandages, bath oils, beverages, bleaches, body oils, body washes, breath fresheners, butters, candies, cleaner oils, cleaners, coffee extracts, colognes, colorants, condiments, conditioners, creamers, creams, dairy products, decongestants, deodorants, disinfectants, drinks, edible oils, emulsions, essential oils, eye drops, eye lubricants, fabric conditioners, fabric softeners, fertilizers, flavorings, foods, fragrances, fruit jellies, fruit spreads, fuel treatments, gels, glass cleaners, gravies, greases, hair treatments, hairdressings, hand soaps, herbal extracts, honeys, insect repellants, jams, liniments, lip balms, lotions, makeup fluids, margarines, marmalades, medications, mineral solutions, moisturizers, mouthwashes, nectars, oils, ointments, paints, pastes, perfumes, petroleum jellies, polishes, preserves, salad dressings, salsas, sauces, seasonings, shampoos, skin cremes, skin lotions, skin moisturizers, skin toners, soaps, soups, spices, spreads, stain removers, styling creams, styling gels, sugar solutions, sun screens, sweeteners, syrups, tea extracts, toothpaste, vegetable milks, vegetable oils, vinegars, vitamin solutions, waxes and combinations thereof.
55. A method of promoting hand hygiene, comprising:
  - a polymeric packet with predetermined transparent sidewall areas;
  - a quantity of hand sanitizing fluid product sealed within said packet;
  - an insert bearing meaningful communications that is enclosed within said packet and wholly or partially viewable through said transparent sidewall areas;
  - distribution for user selection and retention of said packet to gain access to said meaningful communication; and,

utilization of said hand sanitizing fluid from available said packet by said user in an act of hand rubbing to promote hand hygiene.

56. A method of advertising, comprising:

a polymeric packet with predetermined transparent sidewall areas;

a quantity of useful liquid product sealed within said packet;

an insert in contact with said liquid and bearing meaningful communications that is enclosed within said packet and wholly or partially viewable through said transparent sidewall areas; and,

distribution of said packet containing said useful fluid product to promote the message of said meaningful communications on said insert sealed within said packet.

57. A method to bias liquid packet selection, comprising:

a polymeric packet with predetermined transparent sidewall areas;

a quantity of useful liquid product sealed within said packet;

an insert in contact with said liquid and bearing meaningful communications that is enclosed within said packet and wholly or partially viewable through said transparent sidewall areas; and,

distribution of said packet containing said insert with the intent of biasing user selection of said useful product by requiring a user to select said packet to obtain said insert sealed within said packet.